

## ABSTRACT OF THE DISCLOSURE

The present invention provides for creation, relevance based discovery and delivery of services to mobile users over telecommunications networks. The services are provided on a Mobile Service Provider's (MSP's) network infrastructure and created 5 in collaboration with third parties by means of service objects. Each service object is a three dimensional collection of service capabilities derived from the network infrastructure, service elements and assets like user billing relations, user profiles, device capability and location. The service capabilities address and factor in network facing, subscriber facing and third party requirements of service delivery. Service 10 objects can be configured for different service and business priorities of the operator such as DRM and location services. A service object extends all MSP assets to third parties in a regulated manner. The user can discover relevant services, subscribe to, and personalize the services. The users receive a consolidated bill for the services they have used periodically.